

USER PERSONA

Lena Wagner-Bauer

Junior writer

Reader, information seeker

SCENARIO

GOALS

- I want to learn more about my industry and pick up new skills so I can earn more money. I do not want to spend money or give my email to do this. I am newer to the industry, and I am not even sure I'll stay in it long.
- Earn money

AGE 37

GENDER Other

EDUCATION

Incomplete university, Bachelor of arts

LIKES DISLIKES



Video tutorials



Pay walls, advertisements

DEVICE

Windows OS,
multiple monitors

BROWSER

Google chrome

ACCESSIBILITY

Vision impairment

SKILL LEVEL

High